



TARGETED ADVERTISING CASE **FOR A FITNESS TRAINER**



GOAL

Promotion of closed online classes, increase of followers of Instagram page

WHAT WAS DONE?

We worked out the funnel, developed the optimal promotion strategy, launched campaigns to attract a new audience

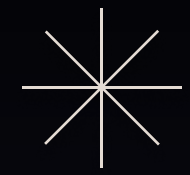
RESULT:

Increased awareness of the community and the number of page followers



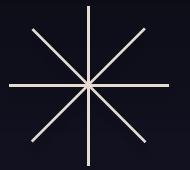
ABOUT THE CLIENT

The fitness trainer is a true professional with a degree in sports and certificates from leading courses. Oleksandra had a lot of experience and an established client base, but she wanted to develop further, so she created private classes.



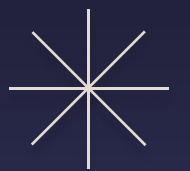
GOAL

- Increase the number of Instagram followers
 - Increase brand awareness
 - Promote a closed community through a sales strategy and funnel
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PROJECT OBJECTIVES

- Develop and implement a strategy for selling private classes and promoting the community
 - Attract a new audience by increasing the number of subscribers
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SOLUTION

- Detailed analysis of the current page
- Analyzed the strengths and weaknesses of competitors
- Developed an optimal strategy based on the analysis
- Launched advertising campaigns to attract a new audience

WHAT HAS *BEEEN* DONE?

STEP 1

Preparing for the launch

- Designing a course and preparing for sales
- Building a sales funnel
- Building a strategy for an advertising account
- Creating advertising creatives, writing selling texts
- Setting up advertising campaigns and analytics

WHAT HAS BEEN DONE?

STEP 2

Implementation

- Phased testing of different locations
- Testing of placements
- Testing of creatives

Вимк. / Увімк.	Набір реклами	Часна правка	Налаштування атрибуції	Результати	Охоплення	Покази	Ціна за результат	Сума витрат
☐			7 дн. після кл...	7 ^{ROI} Розпочато розмо...	1 233	1 400	82,87 грн. ^{ROI} За розпочату роз...	580,06 грн.
☐			7 дн. після кл...	12 ^{ROI} Розпочато розмо...	1 655	2 114	97,92 грн. ^{ROI} За розпочату роз...	1 175,04 грн.
☐			7 дн. після кл...	222 ^{ROI} Розпочато розмо...	19 153	30 256	16,66 грн. ^{ROI} За розпочату роз...	3 698,46 грн.
☐			7 дн. після кл...	101 ^{ROI} Розпочато розмо...	16 928	22 217	24,71 грн. ^{ROI} За розпочату роз...	2 496,14 грн.
☐		18:17	7 дн. після кл...	76 ^{ROI} Розпочато розмо...	6 011	10 990	36,90 грн. ^{ROI} За розпочату роз...	2 804,08 грн.
☐			7 дн. після кл...	834 Клік поєднання	16 404	21 145	3,95 грн. За клік поєднання	3 295,24 грн.
☐			7 дн. після кл...	425 Клік поєднання	12 292	13 965	3,57 грн. За клік поєднання	1 517,33 грн.
☐		р. 13:26	7 дн. після кл...	49 Клік поєднання	5 172	6 238	3,42 грн. За клік поєднання	167,73 грн.
☐		р. 13:27	7 дн. після кл...	175 Клік поєднання	21 492	30 041	3,42 грн. За клік поєднання	598,79 грн.
☐		р. 16:52	7 дн. після кл...	11 ^{ROI} Розпочато розмо...	2 179	2 895	45,48 грн. ^{ROI} За розпочату роз...	500,26 грн.
Результати з 10 наборів реклами ☺			7 дн. після кл...	— Детальна конверсія	88 577 облікових записів із Ц...	141 261 Усього	— Детальна конверсія	16 833,13 грн. Загальні витрати

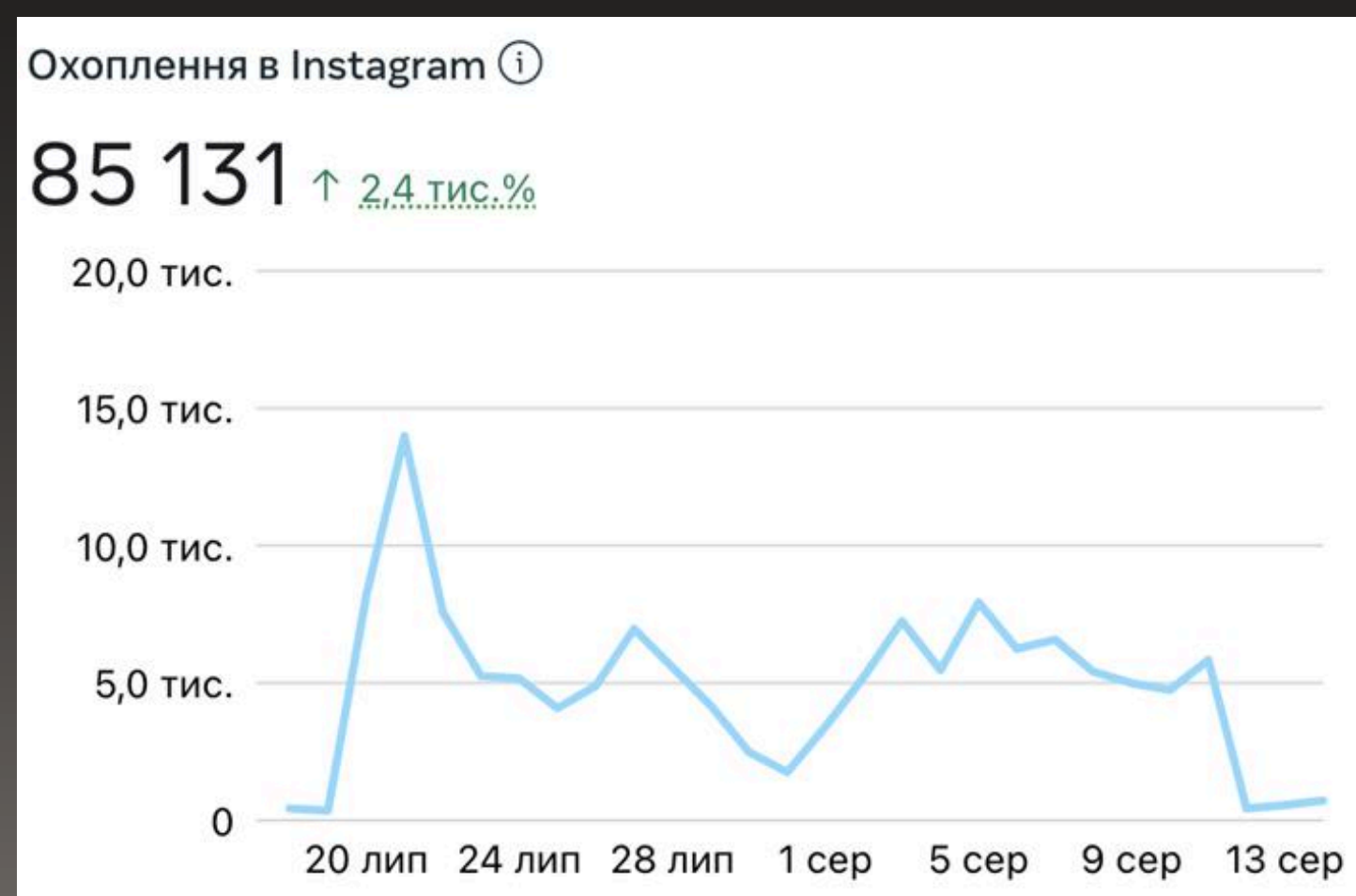
SOLUTION

At the start of the project, the number of followers on the Instagram page totaled 7,500, organically gaining about 100-200 interactions. The posts were published irregularly, and there was no brand identity.

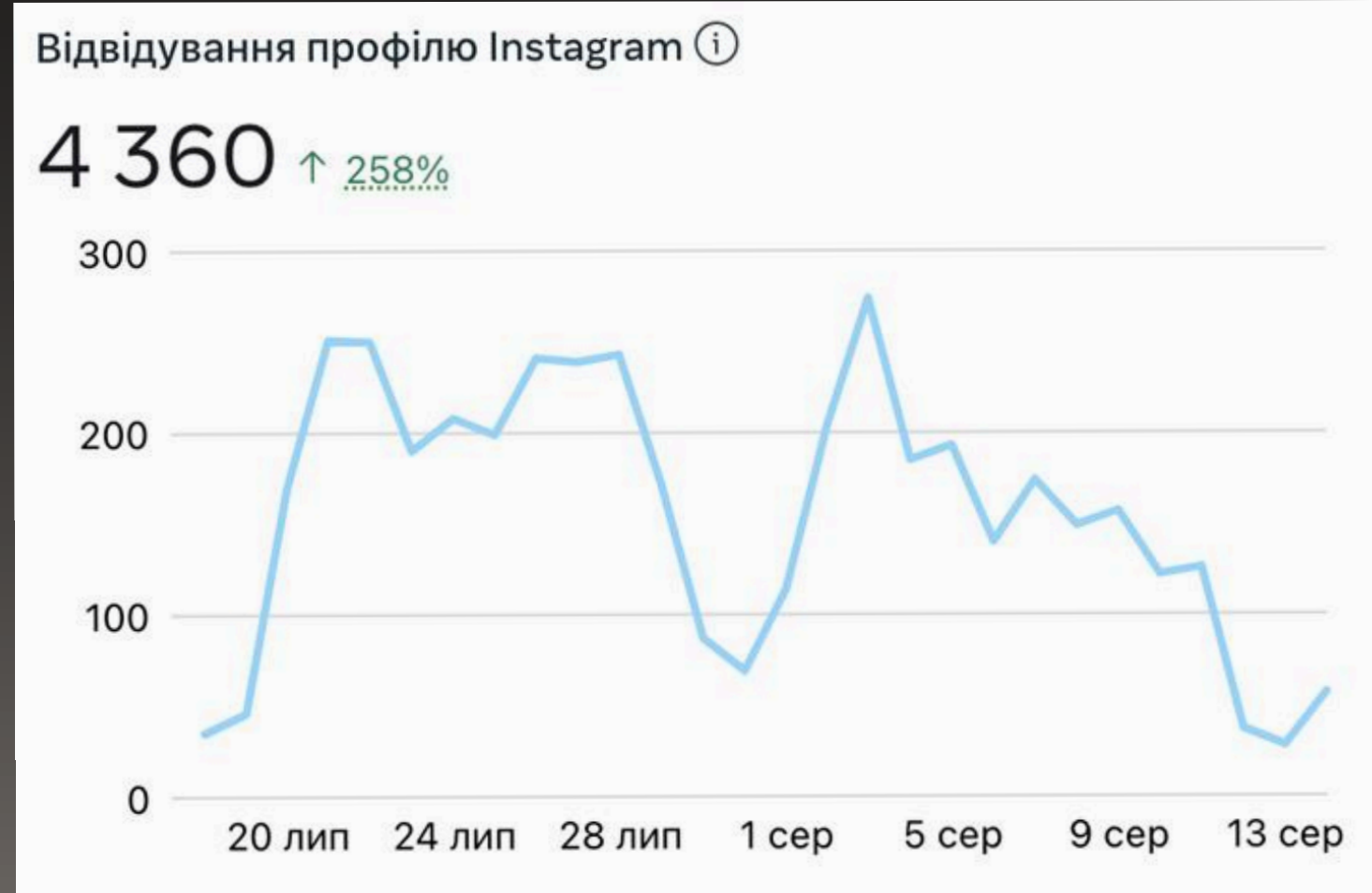
We conducted a detailed analysis of the page and identified the content that the audience responded best to. We also analyzed competitors, market demand and made recommendations for new content creation. Reviewed the comments, responses, and pain that haunted users. Made a decision to immediately focus on solving issues not addressed by the competitor.

THE RESULTS OBTAINED:

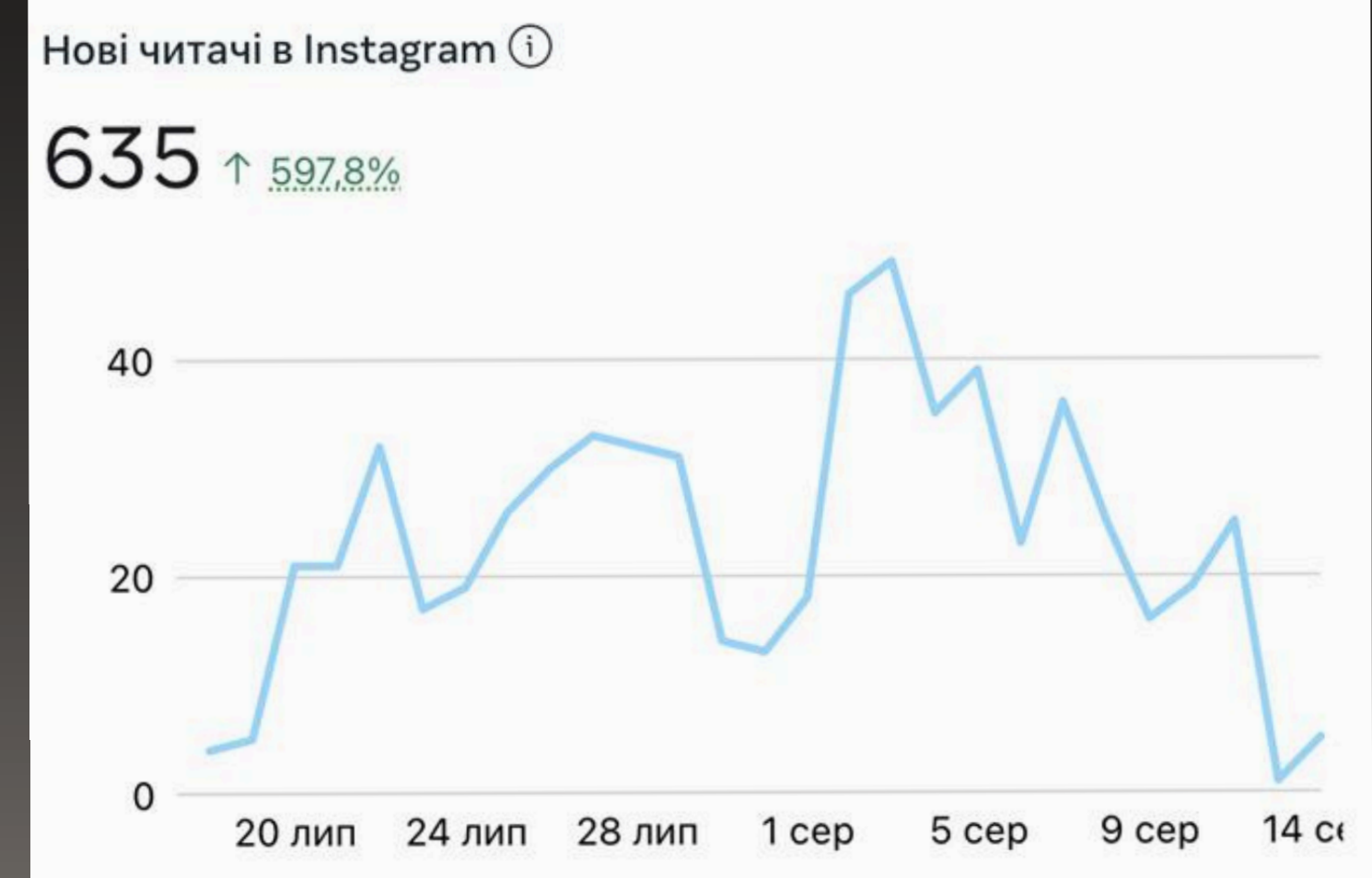
Increased reach and
awareness:



Increased the number of
profile visits:



Increased the number of
subscribers:



CONCLUSION

Having listened and understood the client in detail, heard her request and wishes, we were able to select the audience as accurately as possible and create an effective advertising strategy.

Professionally conducted analysis, efficiently executed work and correctly chosen objectives gave a very good result, which exceeded the client's expectations.

Would you like the same?
Leave a request for a **free consultation!**
